IT Infrastructure Company

That empowers organisations to monetize their Wi-Fi infrastructure. Founded in 2002, they were the brainchild of high-level research at the world-renowned Pierre and Marie Curie University in Paris and the vision brought by the founders who spent their early years nurtured by the LIP6 research team of R&D engineers and doctorate students.

Key Challenges

The client had Dynamics CRM 4.0, but wanted a partner who could support and enhance the system, that's when it became our client. Ever since, we have upgraded their Dynamics CRM system and created a custom partner web portal for them. This perches us as a Dynamics CRM solutions provider for them.

Year	Challenges
2012	The client had Dynamics CRM 4.0, but wanted a partner who could support and enhance the system.
2015	No way for partners to manage orders. They don't know what their partners were doing.
2015	Upgrade to CRM 2013 needed, with road-map to lead management Integration.

Our Solution

Year	Solution	Implementation
2012	Provided an elaborate support contract as well as provided additional licenses at the best price. Currently 38 users, with some enhanced user licenses.	perpetual
2015	Implementation of .NET based partner portal for distributors, resellers. Integrated the portal with the CRM system for products and contracts with complete activity logging.	1 month
2015	1. Upgraded from CRM v4.0 to CRM 2013 2. Seamless data migration 3. Implemented custom CRM entities 4. Improved sales, accountancy and license management processes with Dynamics CRM customization 5. Integration with Partner Portal 6. Complete management of contracts, support cases 7. Custom reports of revenue and maintenance for distributors, resellers and end customers	3 months

Benefits

- Streamlined the Dynamics CRM implementation and ironed out creases while supporting with a maintenance contract.
- Provided upgrade to Dynamics CRM 2013 and ensured data integrity while migrating.
- Process Automation: Dynamics CRM 2013 used for sales, contract and product license management processes relating to end customers as well as partners.
- Tailored a custom web portal using .NET to help as well as track partners and integrating with Dynamics CRM to eliminate data duplication.
- Consolidated centralized reporting of end customer and partner activity.
- Implemented the solution in French thus enhancing user friendliness for Marketing & Support employees who use the system.
- They now have plans to integrate lead management using their existing Joomla CMS, which we can integrate with Dynamics CRM.

About Direction

We are a software services firm, specializing in developing & implementing Internet strategies for businesses & providing high-end software development services including Custom Programming & Offshore Development.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction is fully equipped with state-of-the-art infrastructure and networked with redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.

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DIRECTION
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